

aruba holiday!

FREE guide to vacation fun and the best buys....

EDITOR: MILDRED KOOLJ — PUBLISHER: HELEN DOVALE — TEL: 3227 — P.O. BOX 378 — VOL. I — No. 15-WK. APRIL 7 '66



Let us start our walking and shopping tour at the head of Nassaustraat at LEO BERLINSKI, jeweler, featuring platinum and 18 kt. gold jewelry set with precious and semi-precious stones, cultured pearls, the world famous Girard Perregaux and other well known Swiss made watches. They carry sterling, silver plated and stainless steel cutlery, bone china and ceramic dinnerware, crystal from France, Finland, Sweden and England, figurines, teakwood articles, petit point and beaded bags. There are gifts galore in every price range just waiting for you, so browse to your heart's content.

Right next door is the wonderland of the airconditioned PEASANT SHOP, with handicrafts from 52 countries! Madeira linens, handcarved wooden figurines, masks and lamps. Cashmere sweaters from Pringle, Lyle & Scott and Cox Moore; also beaded sweaters. Meerscham, Dunhill, Comoy pipes. Folklore art and souvenirs from Asia, Africa, Latin America and Europe. Gold and silver jewelry and charms, crystal, Copenhagen and Bavaria porcelain. You'll like PEASANT SHOP'S excellent service!

Across the street we find one of Aruba's oldest, yet most modern and up-to-date stores, ARUBA TRADING COMPANY, affiliated with the Yellow House in Curaçao. Here, all under the same roof, you will find a fabulous collection of perfumes, cosmetics, cashmeres, Danish pipes, D'Avenza sportcoats, French and Italian ties, and gift articles sure to please young or old. Liquor and cigarettes in bond are delivered free of charge to your ship or plane. Still under the same roof, their airconditioned PHOTO EL GLOBO carries one of the Caribbean's largest selections of photographic and electronic equipment. A most courteous and friendly welcome awaits you at the ARUBA TRADING COMPANY.

At No. 22 is BOTICA DEL PUEBLO. If you're running low on suntan lotion, hairspray, toothpaste, cosmetics, and other toilet articles, take a few minutes at this drugstore. They also carry perfumes and colognes, as well as the delicious Verkade and Cadbury chocolates, and Dutch "zoute drop" (licorice). If you want to replenish your vitamin supply, or want a prescription filled, their reliable "apotheker" (pharmacist) will be glad to be of assistance.

We now walk on to the corner of the block, where we find the stairs that lead to EVA BOUTIQUE, house of custom made designs as well as ready made clothing for Milady. Original designs are created from a wide selection of European fabrics, most carefully fitted to the customer. Imports from Italy, France, and Switzerland can be easily altered if need be. Sportswear and costume jewelry round out their attractive line of merchandise. Drop in at EVA BOUTIQUE where you can have a shift made in a few hours, and most designs in 24 hours.

Crossing the street again the carillon and the lovely showcase displays identify SPRITZER AND FUHRMANN'S wellknown Aruba store. They will be pleased to show you their unique collection of diamond and gold jewelry, mostly exclusive pieces from the Continent. Fine watches such as Patek Philippe and Piaget and a wide range of Swiss novelty watches, all advantageously priced. There are clocks, evening bags, objets d'art, crystal, sterling and bone china from the most famous European houses, much more than we can mention.... plus their very special brand of personalized service. Your guarantees are honored at their New York store, 5 East 57th Street and you are "bonbiní" at their lovely stores in Bonaire, Curaçao, and St. Maarten.

Once more we zigzag across Nassaustraat, till we come to LA
Cont. page 4



Aruba's unexplained geological phenomena — Photo: Fischer

EXPLORING "DUSHI" ARUBA

In Aruba there is another "must" — apart from enjoying the beautiful beaches and availing yourself of the wonderful shopping opportunities: take time to explore our interesting island.

Aruba has many sights that are well worth seeing. The best way to do this is either by renting a car, hiring a taxi or taking a conducted tour. Oranjestad, the capital, is a spic and span Dutch-Caribbean town with a colorful harbor and schooner market, the old Willem III tower and well-kept Wilhelmina park.

Aruba's most outstanding landmark is the "Hooiberg" mountain. The athletically inclined can climb steps all the way to the top, and their reward will be a breathtaking view of the island and the surrounding blue Caribbean. The countryside or "cunucu" is dotted with brightly colored houses, all neat and clean, and you will see some that are decorated with intricate symbols (hex-signs).

The giant boulder rocks, cactus fences, wind-bent divi-divi trees, in addition to the white beaches, sand dunes and secluded coves make Aruba's landscape a unique one.

Our map on page 3 is a handy explorer's checklist. We wish you a pleasant Aruba Holiday and hope you have fun exploring our unusual countryside.

ARUBA AND THE UNITED STATES BALANCE OF PAYMENT DEFICIT

Shopping in Aruba and the rest of the Netherlands Antilles does not necessarily contribute to the U.S. balance of payment deficit! Dollars spent on your Aruba holiday will not only bring you sun, fun, and shopping bargains, but they will find their way back to the U.S. as well.

Last year the Netherlands Antilles imported from the USA 80 million dollars worth of foodstuffs, clothing, automobiles, building materials, machinery, medicines, cigarettes, etc. Against these 80 millions, the U.S. tourist spent about 13 million dollars in the N.A., a ratio of about 6:1. Uncle Sam fares pretty well here, don't you think? While your tourist dollar helps keep our economy healthy, it, at the same time encourages our purchases from the States.

So, let this knowledge set your patriotic mind at ease, and enjoy your Aruba holiday to the fullest.

San Nicolas:

world's largest Oil

adirikiri: Indian cave.

stack Mountain): Aruba's

Ayó: geological puzzle—huge

ded cove, ideal for picnicking.

Boca Mahos: sharks' feeding place.

glittering piece of crystal!

It by Spanish Missionaries in 1750.

WHAT'S GOING ON

ARUBA CARIBBEAN HOTEL-CASINO: Klompenclub presents: singer Tito Guizar. Show starts at 9:30 p.m.

Bali Bar: Roland Dorsell.

DE OLDE MOLEN: "The Miller's wife" features: King Paul, calypso singer and piano player.

HOTEL STRAND: Ursula Peterson — local singer; Rollie Williams — Calypso singer; Lou Pavlis and the ever popular

Strand Combo with one hour of songs and comedy.

LOCAL CIVIC CLUB MEETINGS



Every Monday 7 p.m. dinner meeting at Hotel Strand, but last Monday of the month at the Esso Club



Every first and third Wednesday of the month 8:30 p.m. dinner meeting at Hotel Strand



Every Monday 6:45 p.m. dinner meeting at Trocadero

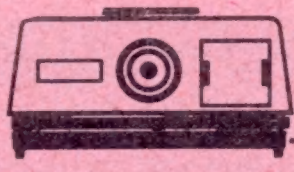
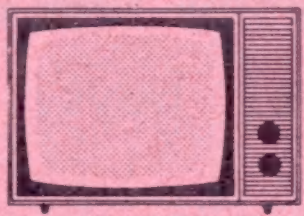
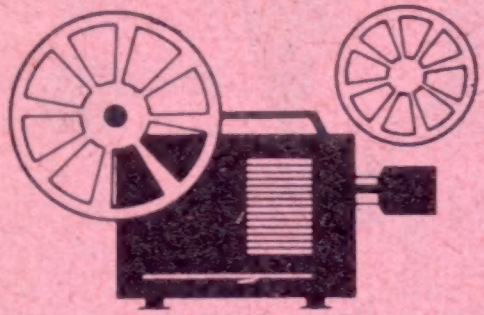


Every third Tuesday 8 p.m. dinner meeting at Hotel Strand

DID YOU KNOW THAT:

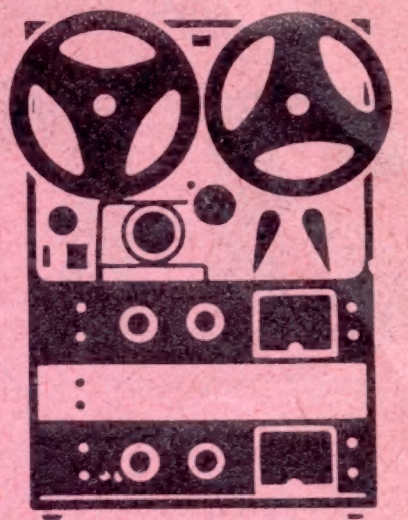
...Construction has begun on the 200 room Aruba Sheraton Hotel. It is hoped to be completed at the end of 1967.

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EL GLOBO

Affiliated with Aruba Trading Co.



The "Scoop" on U.S. Customs Regulations

U.S. Customs Regulations need not frustrate the traveling shopper. Shopping in the Netherlands Antilles can result in many a worthwhile saving. Here are some of the facts about the new October 1, 1965 Customs Regulations and some tips which will make your shopping in the Netherlands Antilles pleasant and profitable.

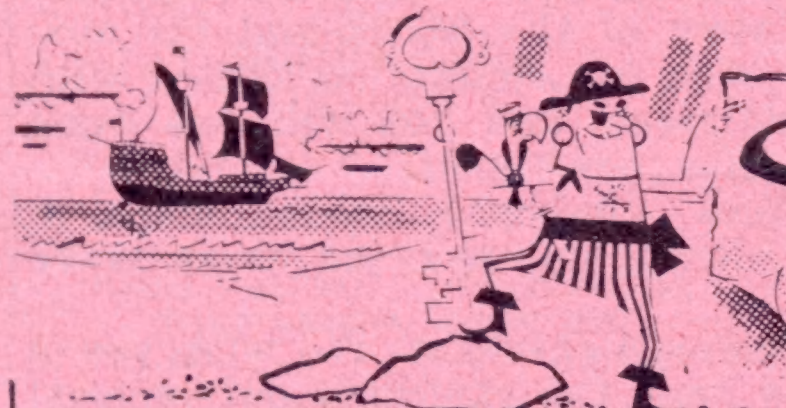
The U.S. Customs Regulations allow that:

Each returning resident may take back with him, free of duty and tax, articles totaling \$ 100.—, providing the stay abroad has exceeded 48 hours and that the \$ 100.— exemption or any part of it has not been used within the preceding 30 days. (The \$ 100.— is based on the fair retail value of the items in the country obtained).

The advantages to be considered are:

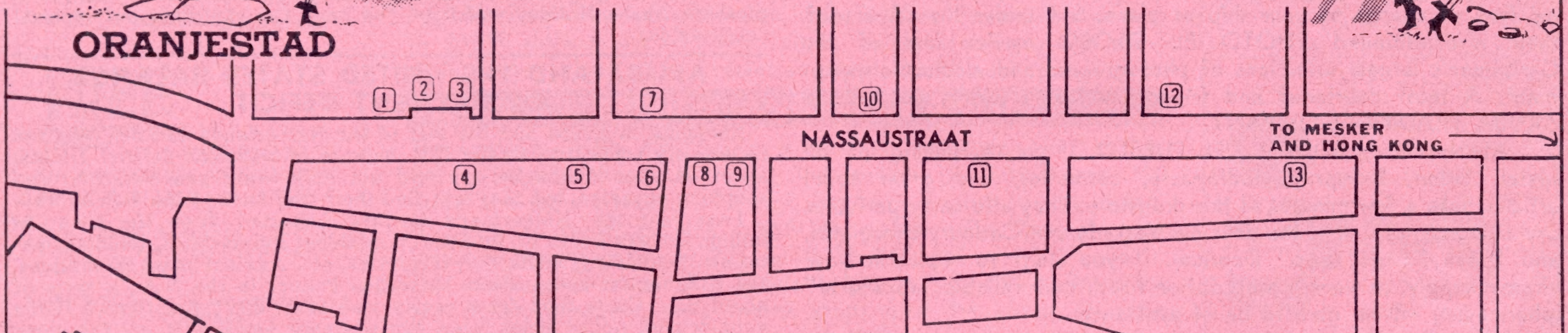
1. There is **NO LIMIT** to the number of articles you can take back, as long as you pay duty on the amount in excess of the \$ 100.—. The duty on purchases in excess of \$ 100.— is levied on the **WHOLESALE PRICE** of the item **IN THE COUNTRY OBTAINED** (the customs officer generally subtracts 40% of your retail cost to arrive at the wholesale value). Now here is where you can effect your savings. For example: Let us say that a camera retailing in the U.S. for \$ 50.— is retailing in Aruba for \$ 30.—. U.S. Customs will levy a 15% duty on 60% of the \$ 30.— Aruba price. This is only a duty of \$ 2.70. Thus, the total cost of the camera to you, including the duty you will pay on arrival in the U.S. is only \$ 32.70! which is still considerably lower than the U.S. retail price of \$ 50.—.

2. **GIFTS . . .** In addition to the \$ 100.— exemption, each traveller can mail an **UNLIMITED NUMBER** of gifts valued up to \$ 10.— each, to friends and relatives back home, provided the addressee does not receive in a single day gift parcels exceeding the \$ 10.— limitation. **NO** declaration is required, and **NO** tax is levied. Gifts of liquor and tobacco are not permitted, but perfume, valued at less than one dollar, is permitted in this privilege.
3. **LOW DUTY** items are **GOOD BUYS** because even when including the duty they will cost you far less than you would pay back home. Such items as cameras, watches, jade, perfume, cultured pearls, phonograph records and shoes are good buys.
4. **FREE OF DUTY** are portable typewriters, foreign photographic film, original paintings, drawings and sculptures, foreign language books, antiques produced before 1830 . . . and of all things, caviar and truffles!
5. **WEAR AND TEAR** on items purchased during your trip and used during the trip, such as clothing, cameras, binoculars, watches, will be considered by the customs authorities. When declaring these items, mention that they have been used on the trip and the customs officer will make an appropriate reduction for wear and/or use on the value of the item and on the subsequent duty.
6. An **UNLIMITED AMOUNT** of cigarettes can be brought in duty-free (with-in your \$ 100.— exemption) for personal use (New Yorkers, please note!). Cigars, however, are limited to 100.
7. **DUTY-FREE LIQUOR** may total one quart per person over 21. Substantial savings can be realized when taking back more than one quart because even with the duty it comes out cheaper than at the corner liquor store in the U.S. This is especially so on higher priced brand items, and on brandy and wine. E.g. a bottle of liqueur retailing in the U.S. for \$ 9.26 is sold in bond in Aruba at \$ 2.75. The duties levied are \$ 2.35, thus the total cost of this bottle to you, including the U.S. duty, is only \$ 5.10, and your savings amount to \$ 4.16! Imagine the savings on five such bottles amounting to \$ 20.80!!!!
8. Remember that you are not allowed to bring back merchandise originating in Communist China, North Korea, North Vietnam and Cuba.
9. **SAVE MONEY** by using your \$ 100.— exemption for the high duty items. Pay duty on the low duty items.
10. Go through U.S. Customs **SMOOTHLY** by filling out your declaration carefully, keeping your dutiable items together and your sales slips handy.



ORANJESTAD

Map of Shopping Center



ALL AMERICA CABLES 12
ARUBA SHOE BAZAAR 11
ARUBA TRADING COMPANY 4
BEITH ISRAEL SYNAGOGUE: Ora
8:00 p.m.

PROTESTANT CHURCH: Wilhelm
Sunday service at 9:00 a.m.
ST. ANNA CHURCH: Noord (n
Sunday services: 5.30 a.m., 8:30 a.
ST. FRANCISCO CHURCH: Oran
6 a.m., 7:15 a.m. (children's mass)

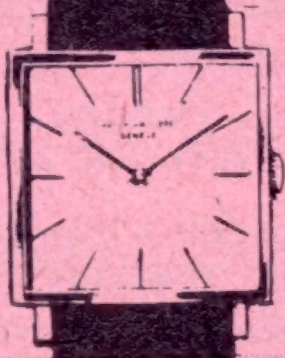
PALAIS ORIENTAL 8
PEASANT SHOP 3
PHOTO EL GLOBO 4
STUYVESANT ART SHOP 13
SPRITZER & FUHRMANN 7

A ARUBA TOURIST BUREAU
DEPARTMENT OF ECONOMIC
DEVELOPMENT (upstairs)
B POLICE HEADQUARTERS

TELEPHONE NUMBERS OF TAXI STANDS:

Airport 1599
Aruba Caribbean 2250
Oranjestad 1604
San Nicolas 5160

The Master Watchmaker of Geneva



PATEK PHILIPPE

OMEGA



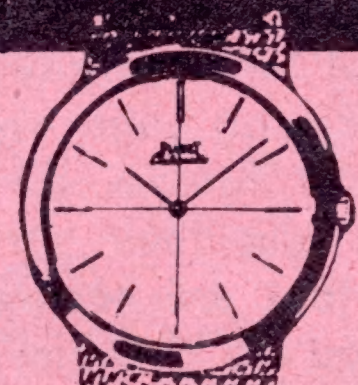
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Gift Items

Revlon

wining dining & dancing

BALI: (Tel. 2131). Exciting culinary treat in store in an Indonesian setting at the floating restaurant "Bali". Rijsttafel, nassi goreng, bami goreng, and whopping good steaks . . . served in the houseboat or on the pier. Check the bar for a pleasant libation at cocktail time, before and after dinner. Open daily from 10 a.m. to 2 p.m.; 4 p.m. to midnight. Your genial hosts: Bill Strijland and Karl Schmand. The Caribbean Tourist Association has voted the "Bali" one of the best restaurants in the Caribbean.

BASI RUTI: (Tel. 2222). First hotel built on Aruba's marvelous beach. Modern, airconditioned, informal and charming. Dining room and terrace dining area: Italian pizza, lasagne, canelloni, veal scaloppine . . . also continental cuisine and barbecues. Indoor and outdoor bars. Ideal spot for swimming, water sports, fishing. Convenient accommodations for families with children. Locker facilities available for cruise ship passengers.

DE OLDE MOLEN: (Tel. 2060). Dine in an authentic old Dutch windmill, originally built in Holland in 1815. Homey old Dutch interior houses cosy bar and airconditioned restaurant, with unusual nightclub under the beams. Nightly entertainment. Specialties of The Old Mill:

venison, wild boar, lamb, snipes, pheasant, duck, seafood, and last but not least, steaks! A stone's throw from the Aruba Caribbean Hotel-Casino. Open: 11 a.m. to 2 p.m.; 5 p.m. to 11 p.m.; and the nightclub till 3 a.m.

HONG KONG: (Tel. 2966). A short stroll from the shopping center, located at 19 Adriaan Laclé Boulevard. Airconditioned bar-restaurant specializing in shark fin soup, delicious Chinese style chicken and lobster dishes, famous sweet and sour specials. Quick sandwiches, steaks any style. The bartender has 15 years' experience and can shake up a great cocktail in the wink of an eye! Good place for a "shopping break".

HOTEL STRAND: (Tel. 1990 - 1991). Modern, tastefully decorated, airconditioned beachfront hotel. Located near the airport, and a three minute drive from center of town. Excellent cuisine: l'angouste, shrimp, filet mignon, tasty native dishes. Indoor and outdoor bars, coffee shop, pool facilities. Exciting Perla del Caribe supper club features dancing nightly and weekend shows with versatile Aruban entertainment.

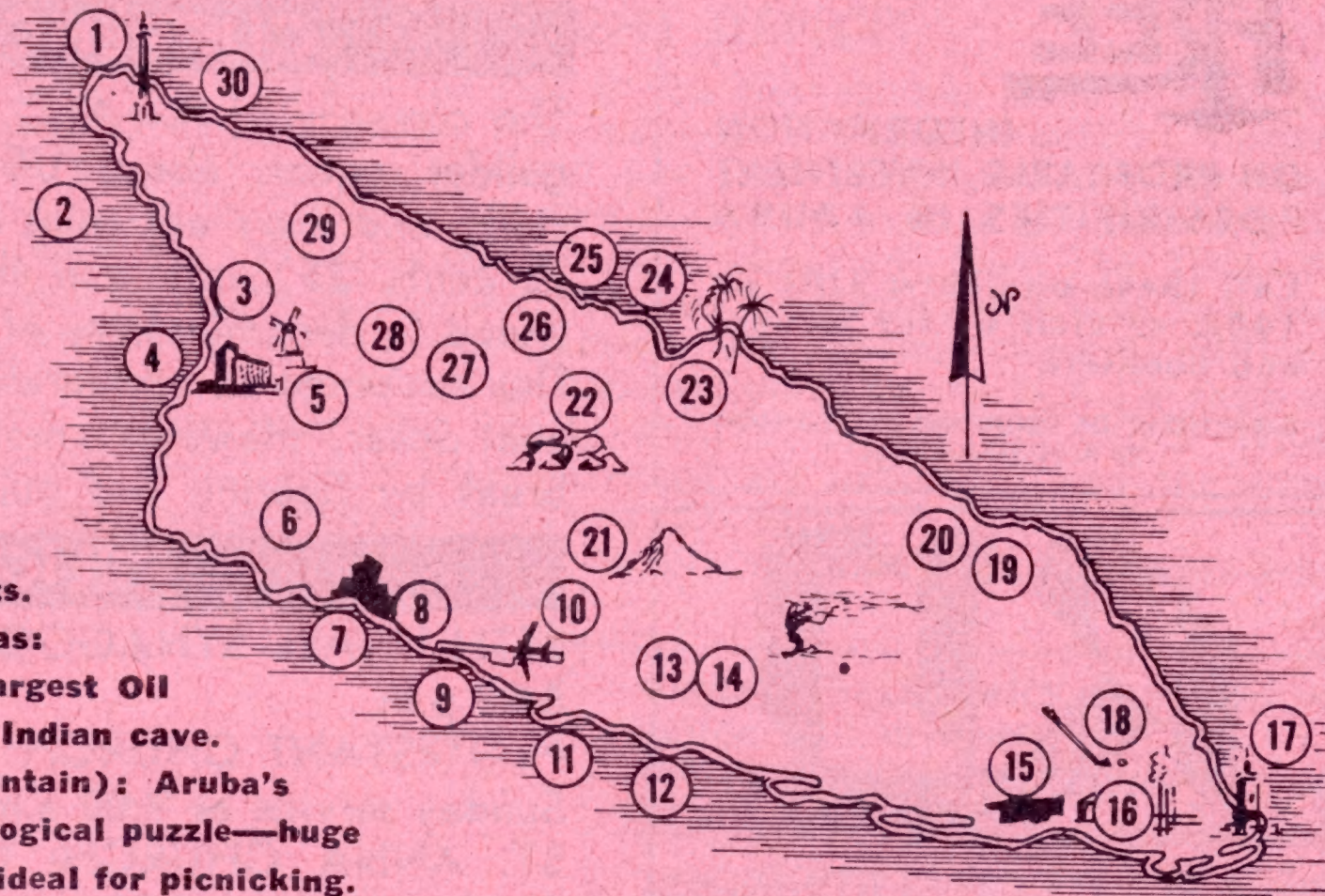


A sunny Bonbiní to our visitors!

When you hear or read the expression "Bonbiní" in Aruba, it is simply the papiamentu translation for the word welcome, but . . . it also entails a sincere expression of desire for you to have an enjoyable stay and for you to return soon again and again.

Michael S. Kuiper
Michael S. Kuiper,
Director of Tourism.

1. California Lighthouse. 2. Wreck of German ship. 3. Basi Ruti Hotel.
4. Aruba Caribbean Hotel-Casino. 5. De Olde Molen.
6. Nutriculture Farm: vegetables grown scientifically in water and chemicals.
7. Oranjestad: Aruba's capital, Paarden Baai (Horses' Bay) where the ships dock, Waterfront schooner market, Queen Wilhelmina Park. 8. Hotel Strand.
9. Princess Beatrix Airport. 10. Canashito: wild parakeet sanctuary
11. Barcadera Chemical Plant. 12. One of the world's largest sea water distillation plants.
13. Frenchman's Pass. 14. Balashi: ruins of old gold mill and mine. 15. San Nicolas: second town of the island. 16. Lago Oil and Transport Company: one of the world's largest Oil Refineries. 17. Colorado Point Light. 18. Aruba Golf Club. 19. Quadirikiri: Indian cave.
20. Fontein: ancient Indian symbols on walls of cave. 21. The Hooiberg (Haystack Mountain): Aruba's landmark. Concrete stairway to summit 541 feet above sea level. 22. Ayó: geological puzzle—huge massive boulders piled one on top of the other. 23. Andi Couri: lovely secluded cove, ideal for picnicking.
24. Natural Bridge: carved out of solid coral rock by the crashing sea. 25. Boca Mahos: sharks' feeding place.
26. "Pirates' Castle" at Bushiribana. 27. Crystal Mountain: you may find a glittering piece of crystal! 28. St. Anna Church at Noord: magnificent hand-carved altar.
29. Chapel at Alto Vista: originally built by Spanish Missionaries in 1750. 30. Sand Dunes at California Point.



ENJOY THE CARIBBEAN

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SHOPPER'S TOUR Cont'd

PARISIENNE, specializing in a large selection of perfumes, Swiss watches, European leathergoods and Kislav gloves.

One block further, on the left hand corner is the home of KAN, INC., famous jewelers established in Holland in 1918. They carry Rolex, Longines, International Watch Co. Schaffhausen, Juvenia and Zodiac watches. Kodak, Yashica, Fujica, Konica, and Topcon cameras and binoculars. Precious and semi-precious stones, Mikimoto cultured pearls and many other lovely gift items for someone special back home. In their optical department... sunglasses, French and Italian frames. There's a KAN shop at the airport too, and in Bonaire and Curaçao as well, with the same fine line of quality merchandise. Their address for service in the U.S. is 55 West 42nd Street, New York. They honor Diners' Club and American Express cards.

A visit to the STUYVESANT ART SHOP, (two short blocks further up and across the street) will prove well worth your while. Here is a permanent exhibition of Dutch oils and local art, as well as other objects. They are all for sale, and remember there's no duty on original paintings!

If you're interested in home decorating then keep on walking up Nassaustraart until you spot the Esso station. Turn to your right, and around the corner you will find MESKER'S showroom. Their collection includes Danish furniture, Scandinavian carpets, Italian lamps, Swedish, Finnish and British fabrics. MESKER'S consultants are experts. They will gladly help you plan, decorate and furnish an office, home, or hotel, whether in Aruba or in the States. You will be happy to know that MESKER will deliver direct from the European factory right to your address. Stop by and explore the savings to be had.

Out of town, in the lower lobby of the Aruba Caribbean Hotel-Casino the ARUBA CARIBBEAN GIFT SHOP offers you a wide and appealing selection of gift items in Delft Blue, European toys such as Steiff stuffed animals, and Schuco mechanical toys, and many more. Same prices as in Oranjestad stores. Happy shopping!

CURRENCY AND EXCHANGE

The currency of the ABC islands is the florin (guilder). One Antillean guilder equals about US \$0.53. The guilder is divided into 100 cents, and there are coins of 1 cent, 2½ cents, 5 cents (square nickel), 10 cents, 25 cents, and the 1 and 2½ guilder coins. Banknotes are issued in denominations of 2½, 5, 10, 25, 100, 250 and 500 guilders. The exchange in restaurants, hotels, banks, taxis is 1.85 guilders for one dollar. However, most tourist shops give the visitor an extra break by figuring two guilders for the dollar.

RELIGIOUS SERVICES

BETH ISRAEL SYNAGOGUE: Oranjestad; Friday evening service at 8:00 p.m.

PROTESTANT CHURCH: Wilhelminaplein (new church);
Sunday service at 9:00 a.m.

ST. ANNA CHURCH: Noord (near Palm Beach area) Catholic;
Sunday services: 5.30 a.m., 8:30 a.m. and 6.00 p.m.

ST. FRANCISCO CHURCH: Oranjestad; Catholic. Sunday services:
6 a.m., 7:15 a.m. (children's mass), 8:30 a.m., 5 and 7 p.m.

IN ARUBA

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